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Kerry Morrison
Executive Director



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April 29, 2005

TO: Holly Wolcott
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: First Quarter
January 1, 2005 through March 31, 2005

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District. In addition, the March 31, 2005 financial statement is attached to this memo.

I. Operational Issues

- The Board approved a change to the Association Bylaws which defines the nature and composition of the Nominating Committee, especially as it pertains to the nomination of an officer slate. The Bylaws were amended on March 17, 2005.
- The Board reviewed the proposed provisions of a new ordinance drafted by the L.A. City Clerk, to govern the formation and renewal of BID's in the city. The city of L.A. can fashion its own ordinance (as opposed to adhering to state statute) because it is a charter city. The Board adopted the following policy with respect to the proposed ordinance, and these comments were forwarded to the council committee overseeing this ordinance:
 1. Support the lower petition threshold of 40% in economic incentive areas only (the current Alpha BID);
 2. Maintain 50% +1 in all others;
 3. Opposed the lifespan increase to 15 years for new BIDs and renewal BIDs. Maintain state law timeframes of up to five years for a new BID and up to 10 years for a renewal BID.
- No new copy of the city contract has been forwarded to the HEDPOA during this first quarter, as the city attorney is still struggling with boilerplate language that will be acceptable to all BIDs.

II Security

- A press conference to announce the installation of the Public Safety Cameras on Hollywood Boulevard was held on January 24. Participating were Mayor James Hahn, Chief William Bratton and Councilmembers Eric Garcetti and Tom LaBonge.
- During this quarter, four of the five cameras were installed (Vine, Cahuenga, Whitley, Highland). The fifth camera, at Sycamore, will be installed in April.
- Burke Security moved from their office for the past eight years in the Galaxy Building to a new headquarters in the Peterson Building at Orange and Hollywood. Both properties are owned by CIM Group, LLC and CIM continues to make this space available to the BID security team rent-free.
- Members of the Security Committee toured the LA Police Academy on February 10.
- Over the course of this quarter, Kerry Morrison attempted to dialogue with representatives of ANSWER-LA, the organizers of a First Amendment event slated for March 19 in Hollywood. A meeting was held in the offices of the National Lawyer's Guild on January 10, 2005. Subsequent to that meeting, when it became apparent that the march was going to progress along a route that would be detrimental to the community, Morrison testified at two hearings of the Police Commission, on March 8 and March 15. Other community stakeholders joined the effort by coming to the hearing or sending letters. Ultimately, the commission was unable to accommodate the requests of the HED stakeholders on this issue.

III Streetscape Issues

- The HED continued to negotiate with the Bureau of Street Lighting during this quarter to seek a transfer of funds remaining in the Hollywood Vine Assessment District account. Though \$46,000 was already approved for transfer, the dispute centered upon the amount of administrative fees (both retrospective to 1998 and prospective, which amounts to \$76,000) that the BSL would take out of the account.
- In the meantime, the HED was able to proceed with trimming all the trees on the Walk of Fame utilizing the first installment of funds from the HVAD account.
- The Board authorized approaching property owners along the "Fan Palms

West" planting project to seek \$25,000 of gap funding which is necessary to complete the entire project of Ficus Tree removal and planting of Mexican Fan Palms. The CRA is providing grant funds of \$212,000.

- As part of the research and consensus building around the need for a public toilet in the HED area, a survey was conducted documenting all instances where Burke Security witnessed public urination/defecation during 2004. A map which outlined the locations of the 294 incidents was shared with the Board. A "field trip" to visit the APT toilet at Lankershim and Chandler was conducted on March 18.
- Dr. Donselman, the Association's palm tree consultant, visited Hollywood to conduct an assessment of the 16 Canary Island Date palms on March 10. A report should be forthcoming in April.

IV Marketing Issues

- The Board approved an extension of the contract with Urban Legend PR, the Association's marketing consultant, at no increase in monthly fee, until December 31, 2006.
- The Board entered into an agreement with Southern California Magazine Group to produce the 2005-06 Visitor's Guide and Map of the Hollywood Entertainment District. The map will be reproduced in the June/July/August issues of WHERE magazine and 450,000 copies will be printed for distribution at 90 outlets throughout Southern California. The total cost of the map is nearly \$80,000, which is predominantly funded by a marketing cooperative of HED businesses, coupled with a potential small subsidy from the HED marketing budget.
- The Marketing Committee approved a pole banner campaign which features six images to promote the new "Hollywood LIVE 24/7" theme. The Association is working with TITAN Outdoor to find corporate sponsors to underwrite the production and installation of the pole banners.
- The Los Angeles Business Journal honored several community leaders, including those associated with the Hollywood Entertainment District, in a special tribute to Hollywood's revival in the February 19, 2005 issue of LABJ.
- The www.hollywoodbid.org website underwent a re-vamp during this quarter. The website will be formally unveiled in April, 2005.
- The marketing team for the production of "Wicked," slated for the Pantages Theatre in June, met with the board on March 17 to discuss ideas for turning Hollywood "green" to help promote the production. More details will be forthcoming in April.

V. OTHER

- Kerry Morrison spoke at the LAPD Annual Business Symposium on Crime Prevention at the Directors Guild on march 22, 2005.
- Morrison participated in a panel at the California TIA Tourism Conference on March 31, 2005 at the Renaissance Hotel. The topic was "tourism BID's."
- Morrison participated in a presentation to the Media District BID Security Committee relative to the public safety camera project on Hollywood Boulevard. She was accompanied by Captain Mike Downing and Todd Byer of Metro Video Systems.
- Morrison participated in a panel discussion regarding BIDs at the Board of Directors meeting for the Sunset Strip BID in January.